

1 of 9

Last Received: 07/19/2012 2:36 PM
Showing Buylines: All Lines

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () IAN AMBRON
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-525-9757

--- CONTRACT COMMENT ---

DETROIT INT. BRIDGE CO 2012 SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	M	10A-11A	TODAY SHW3-NBC	:30	\$225.00	10/22-10/22	1	1	1	\$225.00	
	Rating: 2.0											
	2	TU	10A-11A	TODAY SHW3-NBC	:30	\$225.00	10/23-10/23	1	1	1	\$225.00	
	Rating: 2.0											
	3	W	10A-11A	TODAY SHW3-NBC	:30	\$225.00	10/24-10/24	1	1	1	\$225.00	
	Rating: 2.0											
	4	TH	10A-11A	TODAY SHW3-NBC	:30	\$225.00	10/25-10/25	1	1	1	\$225.00	
	Rating: 2.0											
	5	F	10A-11A	TODAY SHW3-NBC	:30	\$225.00	10/26-10/26	1	1	1	\$225.00	
	Rating: 2.0											
	6	M	12P-1P	NEWS	:30	\$450.00	10/22-10/22	2	1	2	\$900.00	
	Rating: 4.6											
	7	TU	12P-1P	NEWS	:30	\$450.00	10/23-10/23	1	1	1	\$450.00	
	Rating: 4.6											
	8	W	12P-1P	NEWS	:30	\$450.00	10/24-10/24	2	1	2	\$900.00	
	Rating: 4.6											
	9	TH	12P-1P	NEWS	:30	\$450.00	10/25-10/25	1	1	1	\$450.00	
	Rating: 4.6											
	10	F	12P-1P	NEWS	:30	\$450.00	10/26-10/26	2	1	2	\$900.00	
	Rating: 4.6											

Rep Order#	6831506	Ver#	3	Mod#	1	Status	Confirmed
EC'd	Yes						

Traffic Order#

Printed: 09/05/2012 2:37 PM

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Showing Buylines: All Lines

Station	WOOD-TV GRAND RAPIDS, MI.
Advertiser	() DETROIT INTL BRIDGE
Product	order
Estimate#	C22C28
Buyer	Sarah Linden
Phone#	
Fax#	

Agency () SMART MEDIA GROUP
814 KING STREET - SUITE 200
ALEXANDRIA, VA 22314
Agency C/P1/P2/E DIBC/ORDR/C22C28
Flight Dates 10/22/2012 - 10/28/2012
Hiatus Weeks

Rep Firm
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Salesperson FAX# 215-525-9757

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---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	22	TU	4P-5P	ELLEN	:30	\$250.00	10/23-10/23	2	1	2	\$500.00	
Rating: 2.8												
	23	W	4P-5P	ELLEN	:30	\$250.00	10/24-10/24	2	1	2	\$500.00	
Rating: 2.8												
	24	TH	4P-5P	ELLEN	:30	\$250.00	10/25-10/25	2	1	2	\$500.00	
Rating: 2.8												
	25	F	4P-5P	ELLEN	:30	\$250.00	10/26-10/26	2	1	2	\$500.00	
Rating: 2.8												
	26	M	5A-6A	NEWS	:30	\$200.00	10/22-10/22	1	1	1	\$200.00	
Rating: 1.8												
	27	TU	5A-6A	NEWS	:30	\$200.00	10/23-10/23	1	1	1	\$200.00	
Rating: 1.8												
	28	W	5A-6A	NEWS	:30	\$200.00	10/24-10/24	1	1	1	\$200.00	
Rating: 1.8												
	29	TH	5A-6A	NEWS	:30	\$200.00	10/25-10/25	1	1	1	\$200.00	
Rating: 1.8												
	30	F	5A-6A	NEWS	:30	\$200.00	10/26-10/26	1	1	1	\$200.00	
Rating: 1.8												
	31	M	6A-7A	NEWS8-DAYBREAK	:30	\$475.00	10/22-10/22	1	1	1	\$475.00	
Rating: 4.5												
	32	TU	6A-7A	NEWS8-DAYBREAK	:30	\$475.00	10/23-10/23	1	1	1	\$475.00	
Rating: 4.5												

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Fax#	

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Salesperson FAX# 215-525-9757

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---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	33	W	6A-7A	NEWS8-DAYBREAK	:30	\$475.00	10/24-10/24	1	1	1	\$475.00	
	Rating: 4.5											
	34	TH	6A-7A	NEWS8-DAYBREAK	:30	\$475.00	10/25-10/25	1	1	1	\$475.00	
	Rating: 4.5											
	35	F	6A-7A	NEWS8-DAYBREAK	:30	\$475.00	10/26-10/26	1	1	1	\$475.00	
	Rating: 4.5											
	36	M	7A-9A	TODAY SHOW	:30	\$750.00	10/22-10/22	2	1	2	\$1,500.00	
	Rating: 6.2											
	37	TU	7A-9A	TODAY SHOW	:30	\$750.00	10/23-10/23	2	1	2	\$1,500.00	
	Rating: 6.2											
	38	W	7A-9A	TODAY SHOW	:30	\$750.00	10/24-10/24	2	1	2	\$1,500.00	
	Rating: 6.2											
	39	TH	7A-9A	TODAY SHOW	:30	\$750.00	10/25-10/25	2	1	2	\$1,500.00	
	Rating: 6.2											
	40	F	7A-9A	TODAY SHOW	:30	\$750.00	10/26-10/26	2	1	2	\$1,500.00	
	Rating: 6.2											
	41	SA	6A-7A	NEWS	:30	\$300.00	10/27-10/27	1	1	1	\$300.00	
	Rating: 2.4											
	42	SA	7A-8A	NEWS 8A	:30	\$600.00	10/27-10/27	2	1	2	\$1,200.00	
	Rating: 6.4											
	43	SU	6A-7A	SU DAYBREAK	:30	\$175.00	10/28-10/28	2	1	2	\$350.00	
	Rating: 2.0											

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Fax#	

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---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	44	SU	7A-8A	NWS8 DAYBK SUN	:30	\$475.00	10/28-10/28	1	1	1	\$475.00	
Rating: 4.4												
	45	SU	8A-9A	TODAY	:30	\$650.00	10/28-10/28	2	1	2	\$1,300.00	
Rating: 6.6												
	46	M	5P-530P	NEWS 8 AT 5PM	:30	\$700.00	10/22-10/22	1	1	1	\$700.00	
Rating: 6.4												
	47	TU	5P-530P	NEWS 8 AT 5PM	:30	\$700.00	10/23-10/23	1	1	1	\$700.00	
Rating: 6.4												
	48	W	5P-530P	NEWS 8 AT 5PM	:30	\$700.00	10/24-10/24	1	1	1	\$700.00	
Rating: 6.4												
	49	TH	5P-530P	NEWS 8 AT 5PM	:30	\$700.00	10/25-10/25	1	1	1	\$700.00	
Rating: 6.4												
	50	F	5P-530P	NEWS 8 AT 5PM	:30	\$700.00	10/26-10/26	1	1	1	\$700.00	
Rating: 6.4												
	51	M	530P-6P	NEWS 8 AT /NEWS8 AT	:30	\$800.00	10/22-10/22	1	1	1	\$800.00	
Rating: 7.0												
	52	TU	530P-6P	NEWS 8 AT /NEWS8 AT	:30	\$800.00	10/23-10/23	1	1	1	\$800.00	
Rating: 7.0												
	53	W	530P-6P	NEWS 8 AT /NEWS8 AT	:30	\$800.00	10/24-10/24	1	1	1	\$800.00	
Rating: 7.0												
	54	TH	530P-6P	NEWS 8 AT /NEWS8 AT	:30	\$800.00	10/25-10/25	1	1	1	\$800.00	
Rating: 7.0												

Station WOOD-TV GRAND RAPIDS, MI.

Advertiser () DETROIT INTL BRIDGE

Product order

Estimate# C22C28

Buyer Sarah Linden

Phone#

Fax#

Agency () SMART MEDIA GROUP

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ALEXANDRIA, VA 22314

Agency C/P1/P2/E DIBC/ORDR/C22C28

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---	---	-----	-----	-----	----	-----	-----	-----	----	-----	-----	-----
	87	SU	7P-8P	FB NIGHT IN AMER	:30	\$700.00	10/28-10/28	1	1	1	\$700.00	
Rating: 11.7												
Buyline Comment: MG TO REFLECT PRGM CHANGE ON LINE 85												
	88	SU	8P-1130P	SUN NIGHT FOOTBALL	:30	\$1,000.00	10/28-10/28	1	1	1	\$1,000.00	
Rating: 12.2												
Buyline Comment: MG FOR SPOT NA ON LINE 86												

---REPORT TOTALS---

Report Totals: 112 / \$49,600.00

---SALES MONTHLY TOTALS---

Oct 12: 112 / \$49,600.00

Sales Totals: 112 / \$49,600.00

Station Totals: 112 / \$49,600.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$165,333	CATV	0%	WOOD	30%	WOTV	0%	WWMT	30%	WXMI	10%
		WXSP	0%	WZPX	0%	WZZM	30%				

---COMPETITIVE COMMENTS---

SHARES EST

Books NOV11

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE